



MARKETING PLAN

TARGET MARKET

1. People with disabilities: adults with disabilities in which onset occurred prior to age 26 and parents of children with disabilities
 2. Family members/caregivers of adults or children with disabilities
 3. Interested stakeholders, referral sources, non-profit organizations for people with disabilities, including but not limited to disability advocates, mental health organizations, independent living centers, related government departments and legislators, etc.
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BACKGROUND

The Stephen Beck Jr., Achieving a Better Life Experience Act of 2014 offers people with disabilities a tax advantaged savings option that does not inhibit their existing government benefits. ABLE programs are new, with the first launched as recently as the summer of 2016, and are offered through state initiatives. Some states have chosen to launch and manage their own programs while other states have banded together for efficiency. Some states/coalitions offer their programs nationwide; others do not. The California ABLE program, CalABLE, will be managed by the State and will be offered nationwide.

BRAND PERSONALITY

Trustworthy. Collaborative. Flexible. Humble. Of Integrity. Transparent. Accountable.

BRAND TRUTH

CalABLE is a tax-advantaged savings account program for people with disabilities allowing a \$100,000 aggregate contribution cap, while protecting eligibility for public benefits such as SSI or Medi-Cal.

STRENGTHS

- Protection from Medicaid repayment (one of three states to have this protection, but must be resident of state offering the program to qualify for this protection)
 - CalABLE is the only program thus far to offer target date funds
 - Active group of engaged stakeholders
 - California is the largest state
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WEAKNESSES

- CalABLE is the newest player in the arena
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TOP COMPETITORS

- Plans with large AUM and large average account size - Ohio Partner States
 - Minimum initial contribution - Florida and Virginia have the lowest
 - Minimum subsequent contributions – FL, LA, TN, VA are all lower than CA
 - Management fees – MA and VA are both lower than CA
 - Parallels with Special Needs Trusts
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KEY INSIGHTS

1. Millennials with disabilities are a growing – and enormously talented – population. Fully a third of young, college-educated professionals have some type of disability. This is due to the Americans with Disabilities Act of 1990 and rising diagnosis rates for mental health dysfunctions like depression and cognitive conditions like dyslexia. (Iconoculture, December 2017)

2. It is estimated that 32 percent of Americans with disabilities are living below the poverty level, and this number will continue to rise if people with disabilities and their caretakers do not plan for their finances properly. A personal finance guide for people with disabilities will bring to light critical issues that are relevant to those caring for themselves or a loved one with a disability. (MedicareSupplementalInsurance.com)

3. Highlights from National Disability Institute's Banking Status and Financial Behaviors of Adults with Disabilities report:

Fewer than half of households with disability are fully banked, compared to 2/3 of those without disability; Among those who are banked, more than 40% have a checking account, but no savings account; Only 40% of households with disability save for unexpected expenses, compared with 61% of other households. In summary, this shows an economically vulnerable population which makes financial decisions that perpetuate financial instability, with continued reliance on nonbank products and

services that offer no pathway out of poverty and potential for greater exploitation. (Huffpost 4/25/17)

BRAND PROOF

1. Before the ABLE Act (2014), a person with a disability could not save more than \$2000 without impacting their SSI, making it very difficult to rise above poverty and/or save for the future.
 2. CalABLE offers the most beneficial financial prospect with no required Medicaid payback.
 3. CalABLE Mission: To meet the diverse needs of our customers and their families. We pledge to be customer-driven, accountable, and a trusted partner in providing financial services.
 4. Credibility as the Federal ABLE Act was signed by the President in 2014.
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YEAR ONE GOALS

- Enroll 8000 participants
- Build \$20 million in AUM in first 12 months of operation

Marketing Budget: \$100,000.00

MARKETING PARTNERS

State Treasurer's Communications Office

- Will coordinate to develop press communications and events prior to and coinciding with program launch.

Brogan - Traditional marketing piece development – budget \$43,500.00

- Brochure (Rack card)
- Style guide
- Letterhead design
- PowerPoint template
- Event banner and logo table cover
- Enrollment guide
- Stakeholder email

Ignite Social Media - Social Media Marketing – budget \$54,780.00

- Two social media campaigns;
 - Initial campaign to coincide with program launch 3/7/18
 - second campaign to begin 8/1/18
- Content planning and messaging of 6 ads/campaigns (12 total)
- Development and management of four pieces of Level II content
 - Custom photography or curation of photography

- May include short video, stop motion, cinemagraphs, etc.
 - Paid media management
 - Campaign wrap up reports
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STRATEGY

Target existing stakeholders with traditional marketing materials, email and social media communications.

Use social media campaigns to reach new stakeholders and affinity groups and drive potential participants to the website for enrollment.

TACTICS

Marketing strategy will be two-pronged;

1. Reach out to established stakeholders with a focus on
 - a. Launch – inform stakeholders of program and launch date
 - b. Enrollment – provide information about enrolling in program
 - c. Branding – work to ensure that the CalABLE program is well-known within the state
2. Use social media to establish relationships with new stakeholders with focus on
 - a. Launch – inform stakeholders of program and launch date
 - b. Enrollment – provide information about enrolling in program
 - c. Branding – work to ensure that the CalABLE program is well-known within the state

January:

- Create traditional marketing pieces
- Social media discovery and content development

February:

- Create and distribute awareness survey through regional centers and Social Services
- Distribute rack cards to Regional Centers and Social Services
- Press release – social media campaign launch
- Prep for launch of social media campaign #1
- Email campaign to existing stakeholders

March:

- Launch of social media campaign #1
- Press release – website launch
- Press release – program launch
- Program kick-off live event with Treasurer
- Cerebral Palsy Awareness Month & Epilepsy Month
 - Email campaign focused on groups associated with each disability
- Dates to be noted on social media
 - 1 – International Wheel Chair Day
 - 16 – Brain Injury Awareness Day
 - 21 – World Down Syndrome Day
 - 25 – National Cerebral Palsy Awareness Day
 - 26 – Purple Day for Epilepsy

April:

- Assessment of awareness survey
- Analysis of enrollment report for March
- Social media campaign #1 in progress
- Development of stakeholder Ambassador Program
- Autism Awareness Month
 - Email campaign focused on groups associated with Autism
- Dates to be noted on social media
 - 2 – World Autism Awareness Day
 - 4 – Auditory Processing Disorder Awareness Day
 - 13 – Functional Neurological Disorder Awareness Day

May:

- Analysis of enrollment report for April
- Social media campaign #1 Wrap Up Report
- Asthma Awareness Month, Mental Health Month, Better Speech and Hearing Month, Mobility Awareness Month
 - Email campaign focused on groups associated with these disabilities
 - Use of Ambassadors to reach out to this population
- Dates to be noted on social media
 - 5 – World Asthma Day
 - 7 – National Children’s Mental Health Awareness Day
 - 21 – Global Accessibility Awareness Day
 - 27 – World Multiple Sclerosis (MS) Day

June:

- Analysis of enrollment report for May
- Dates to be noted on social media
 - 1 – International Children’s Day
 - 18 – Autistic Pride Day
 - 27 – US National Post Traumatic Stress Disorder Day
- Use of Ambassadors to reach out to this population

July:

- Analysis of enrollment report for June
- Begin content development for social media campaign #2
- Dates to be noted on social media
 - 16 – Disability Awareness Day
- Use of Ambassadors and stakeholders to canvas the state with traditional marketing about CalABLE

August:

- Analysis of enrollment report for July
- Launch of social media campaign #2
- Continuation of canvassing

September:

- Analysis of enrollment report for August
- Social media campaign #2 in progress
- National Guide Dog Month
 - Email campaign focused on groups associated visual impairment
- Date to be noted on social media
 - 4 – World Cerebral Palsy Day

October:

- Analysis of enrollment report for September
- Social media campaign #2 Wrap Up Report
- Disability Employment Awareness Month & Down Syndrome Awareness Month
 - Email campaign focused on groups associated with these disabilities
- Date to be noted on social media

- 15 – World Blind Day/World Sight Day, National White Cane Day, Blind Americans Equality Day

November:

- Analysis of enrollment report for October
- Date to be noted on social media
 - 11 – Veteran’s Day

December

- Analysis of enrollment report for November
- Date to be noted on social media
 - 3 – International Day of Persons with Disabilities

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